

Bespoke Intel

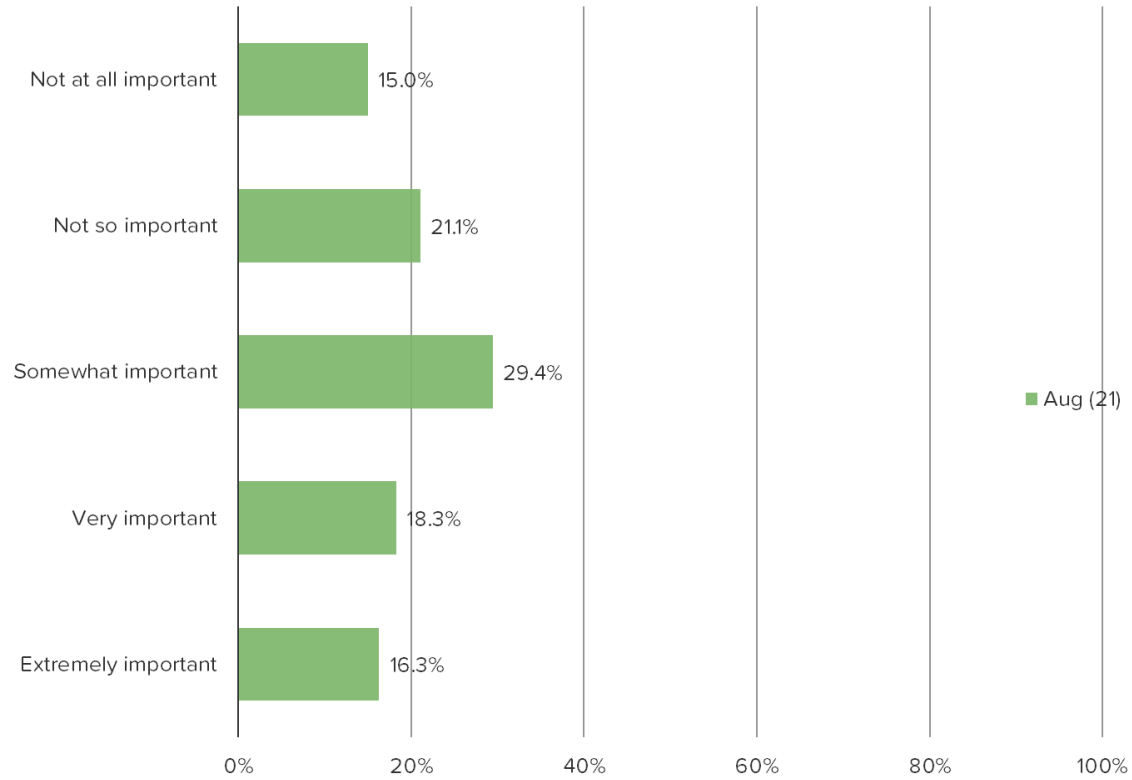
Handbags Consumer Survey

Survey of 4,000 US Females, Balanced to Census

SEPTEMBER 2021

How important are handbags to you?

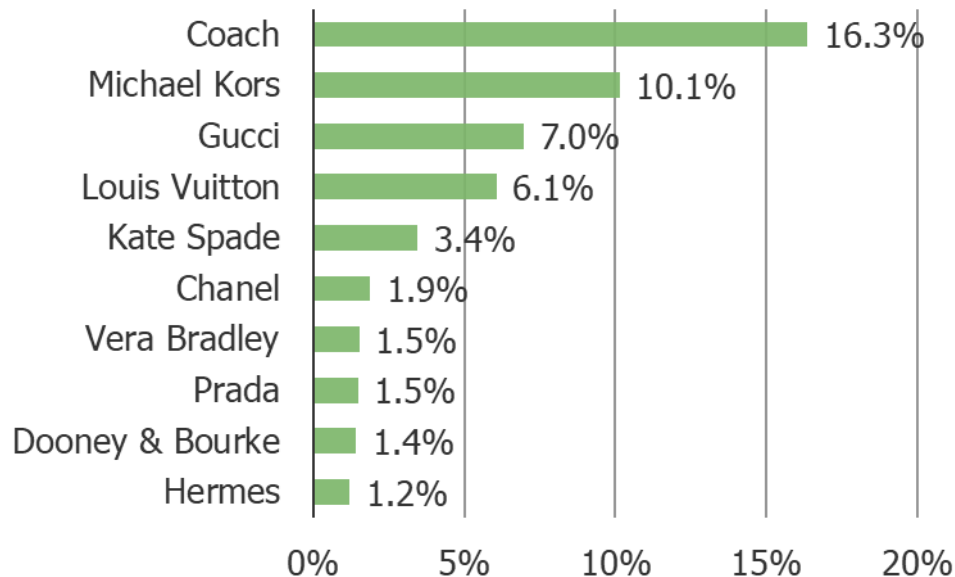
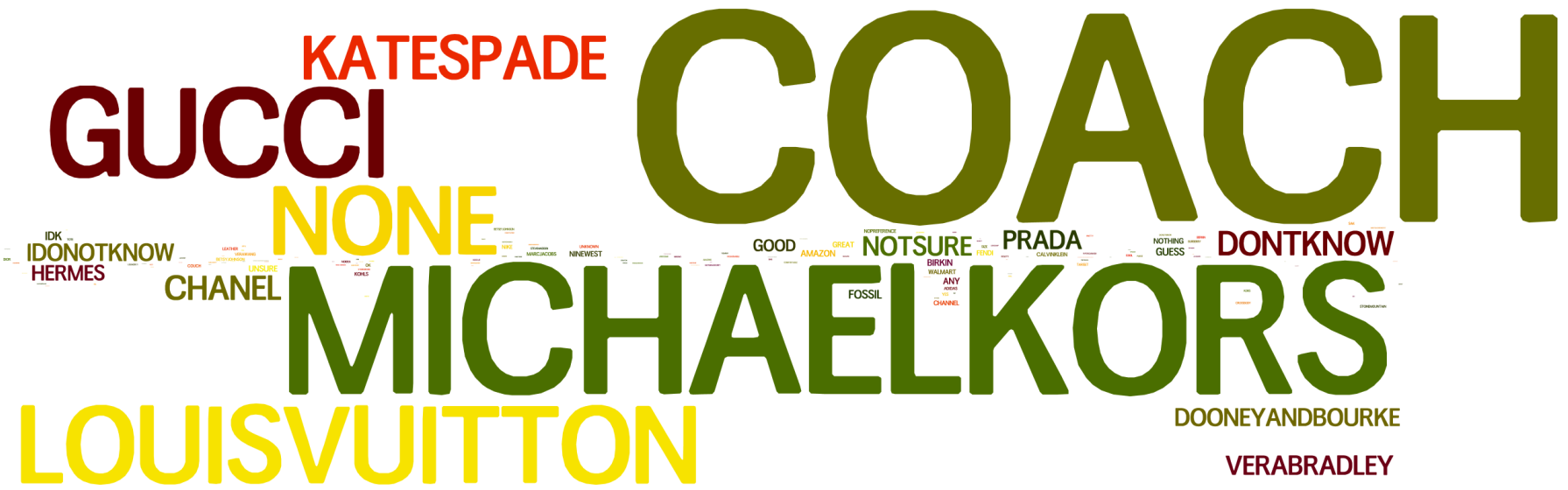
Posed to all female respondents.



N = 3998

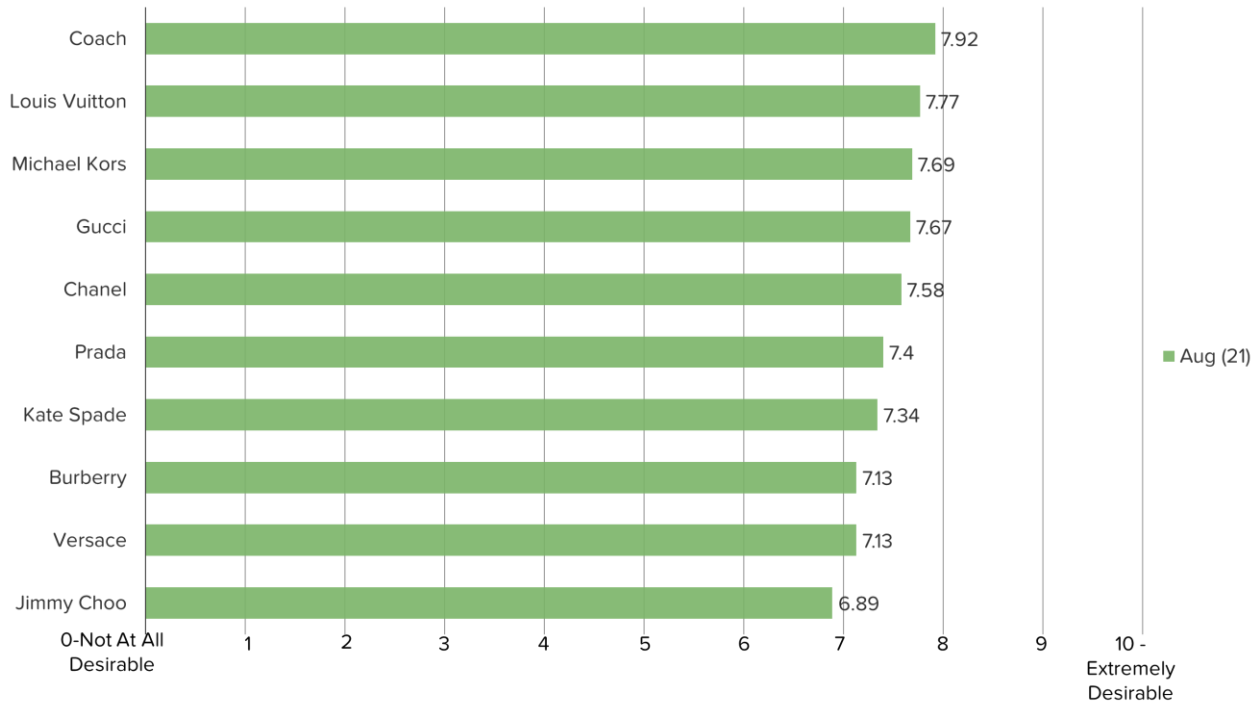
In your opinion, which is the most desirable handbag brand? (Fill-in)

Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



How desirable are the handbags offered by the following brands?

Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



Weighted Averages of Respondents Who Said Handbags Are "Extremely Important" to them

	Weighted
Gucci	9.12
Louis Vuitton	9.09
Coach	8.98
Chanel	8.82
Michael Kors	8.8
Prada	8.71
Burberry	8.63
Versace	8.52
Kate Spade	8.36
Jimmy Choo	8.2

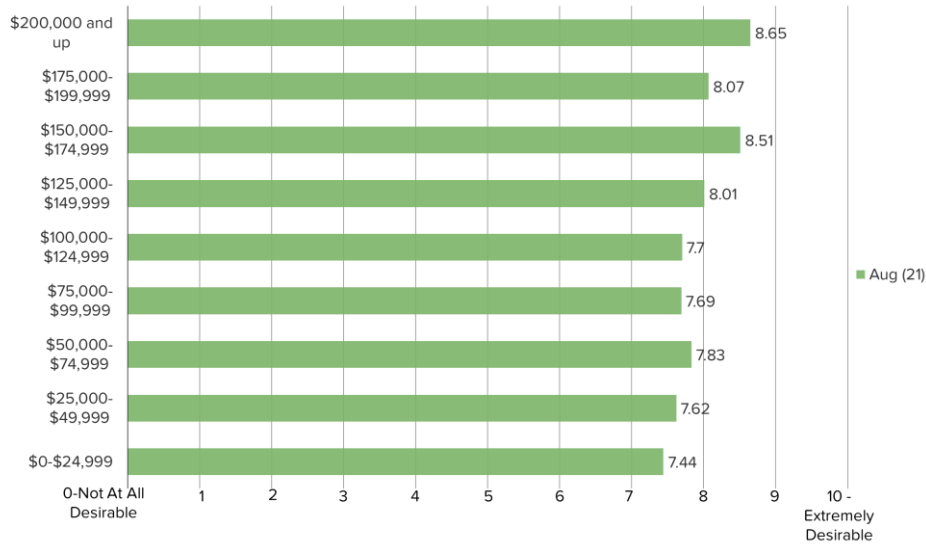
N = 650

For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

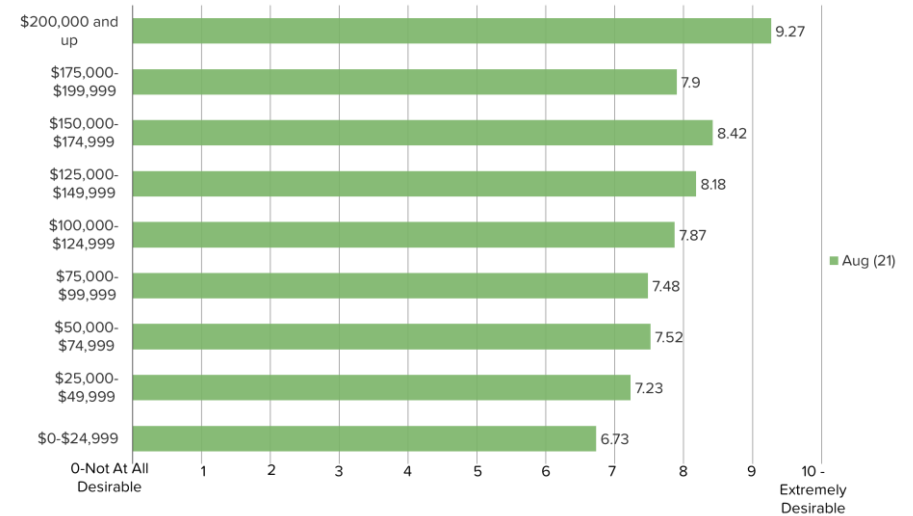
How desirable are the handbags offered by the following brands? (By Income)

Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).

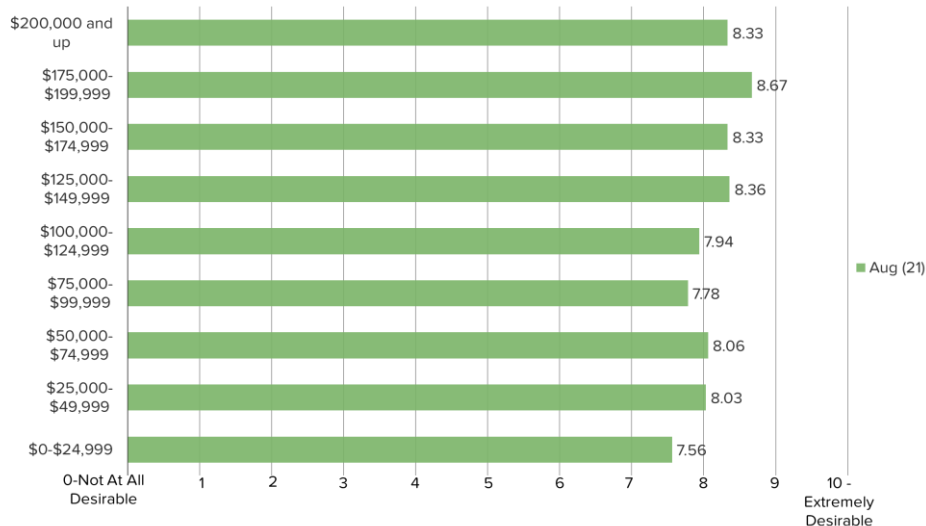
Michael Kors



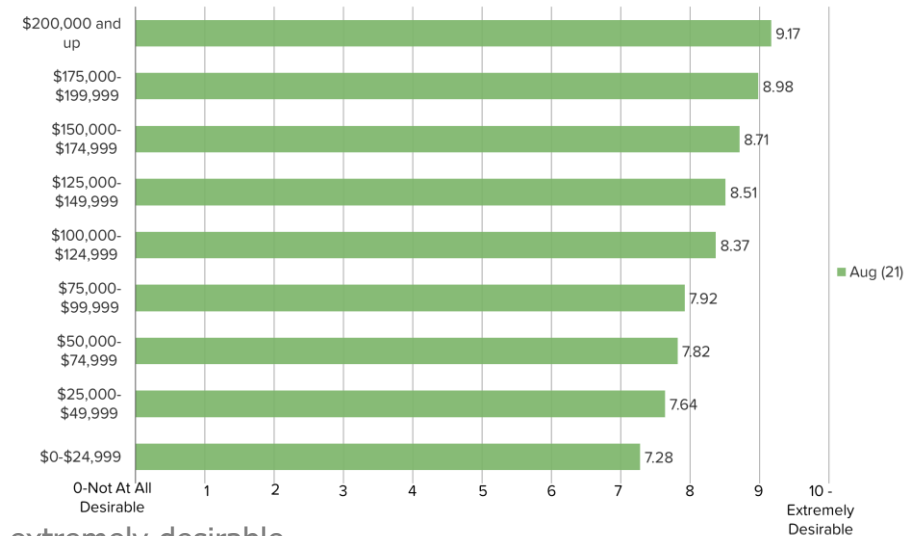
Kate Spade



Coach



Louis Vuitton

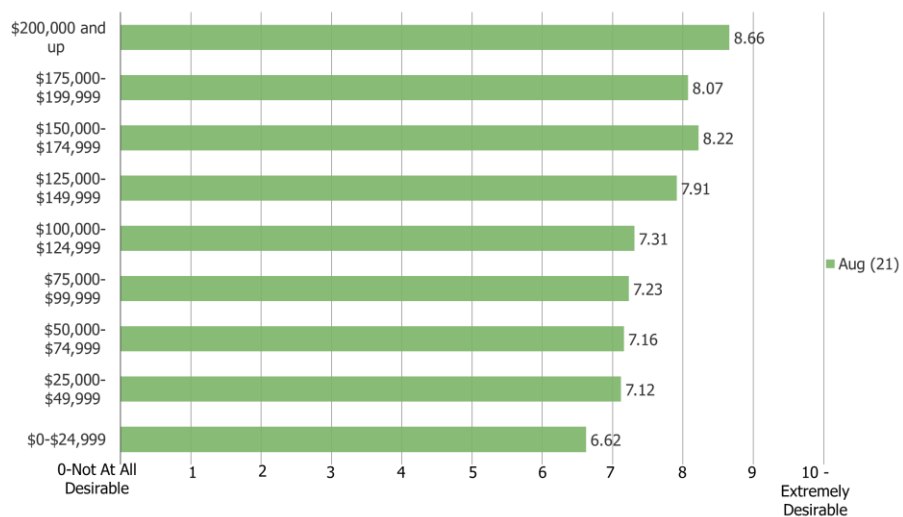


For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

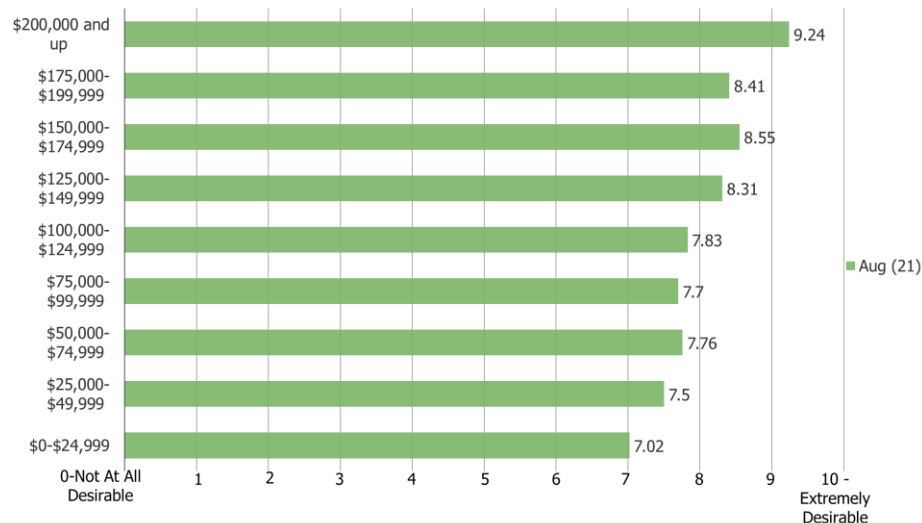
How desirable are the handbags offered by the following brands? (By Income – Continued)

Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).

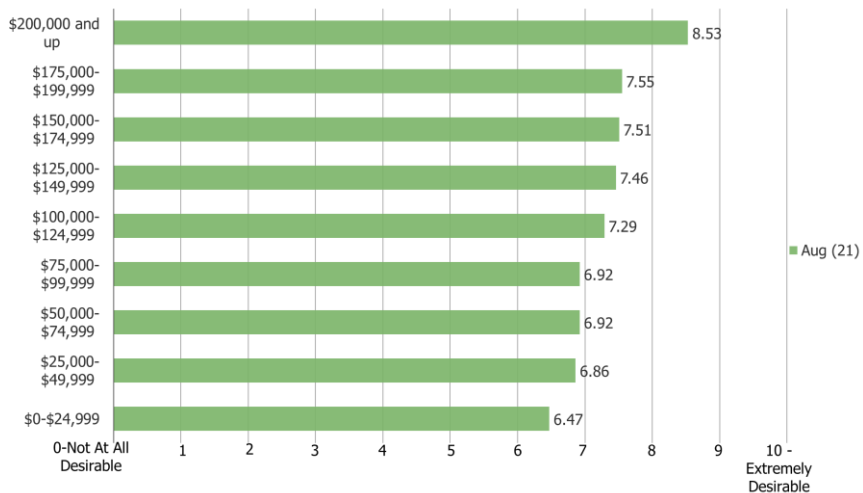
Versace



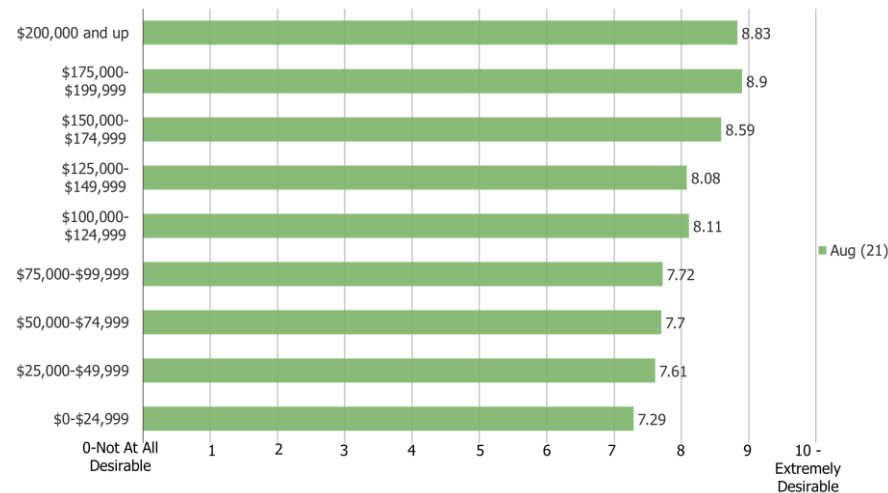
Chanel



Jimmy Choo



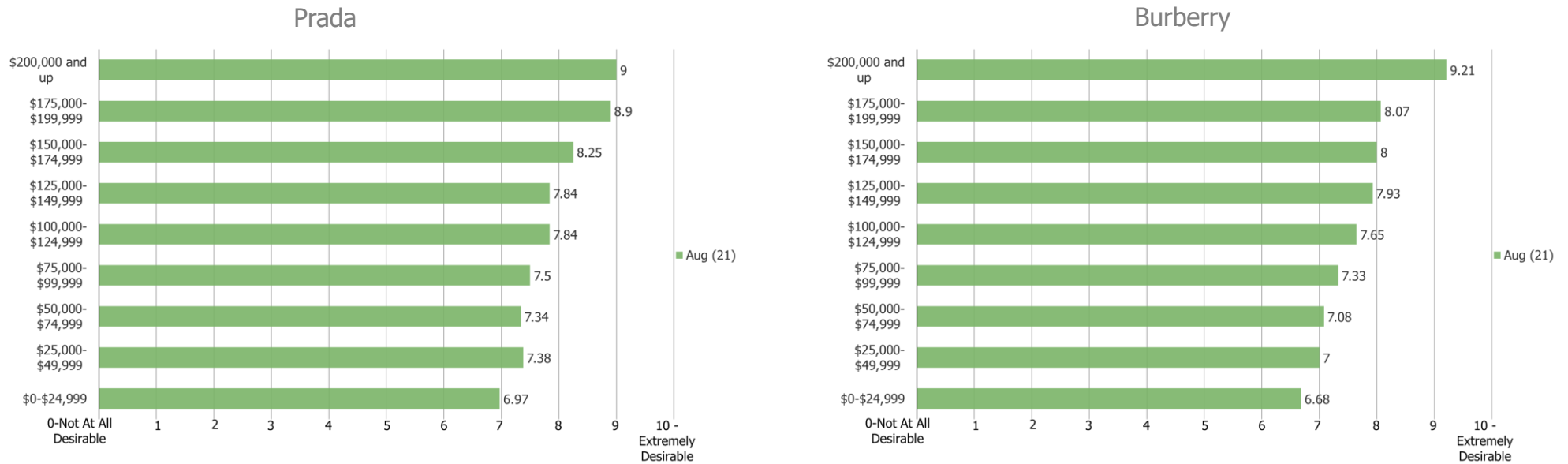
Gucci



For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

How desirable are the handbags offered by the following brands? (By Income, Continued)

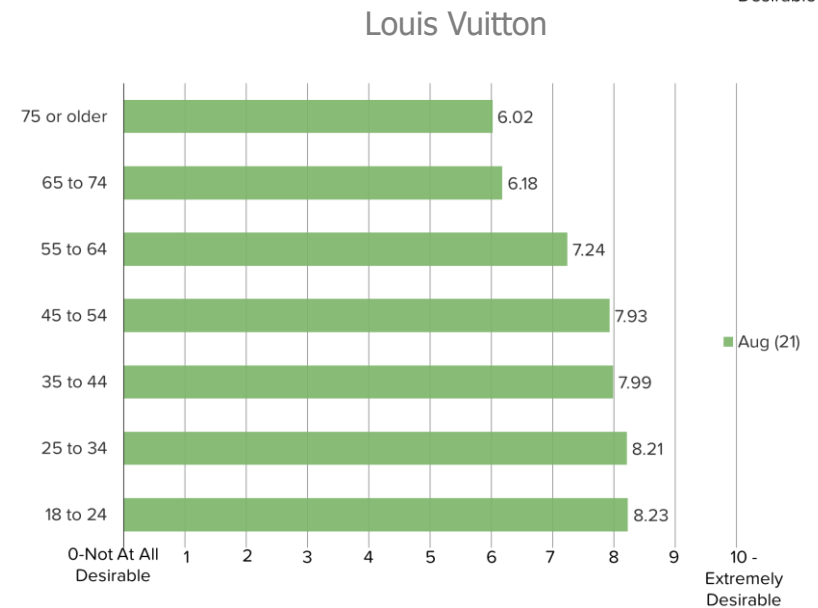
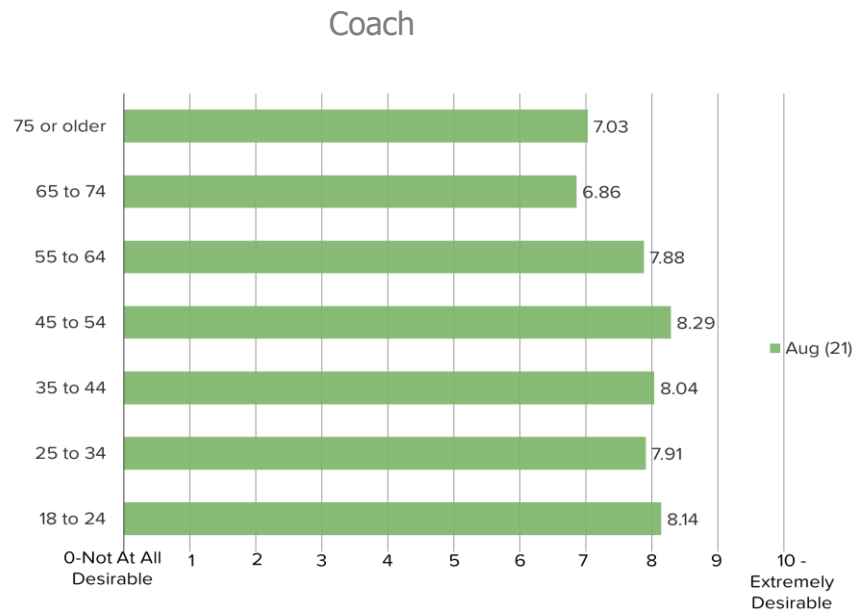
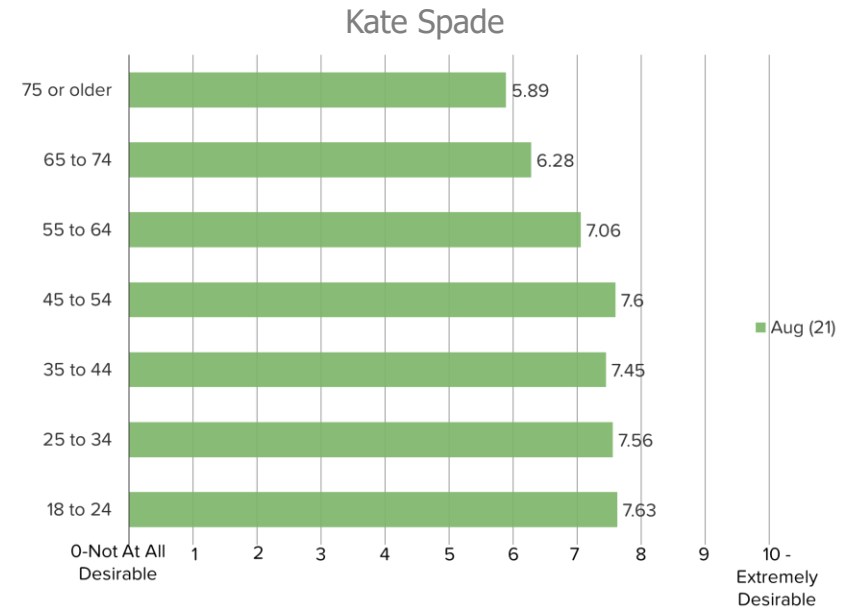
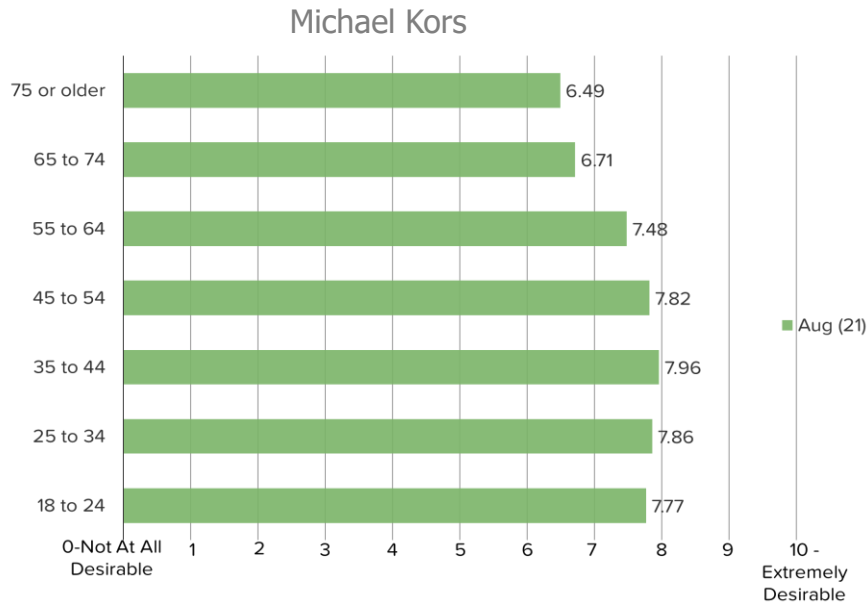
Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

How desirable are the handbags offered by the following brands? (By Age)

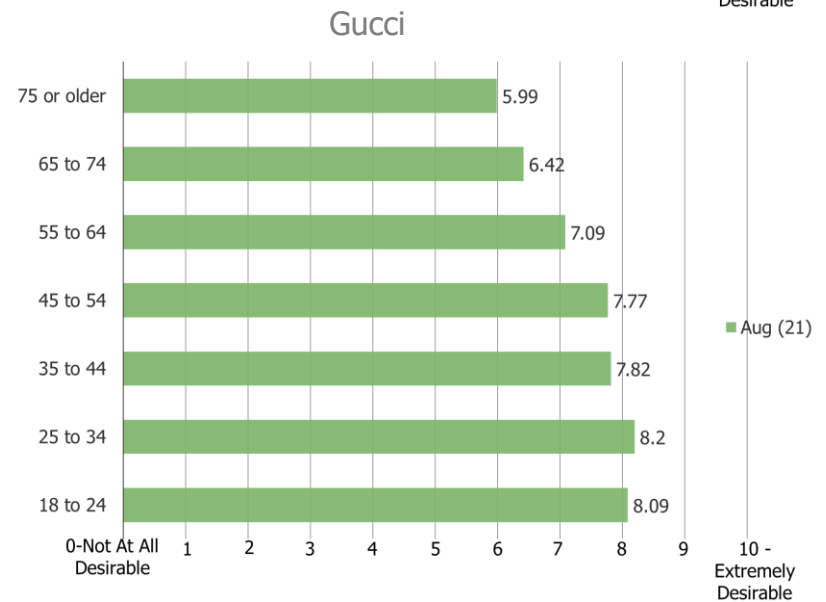
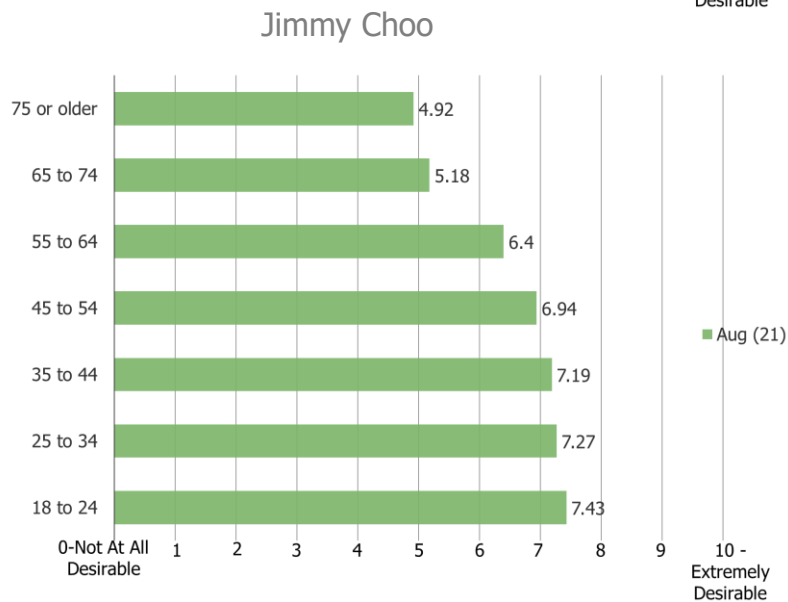
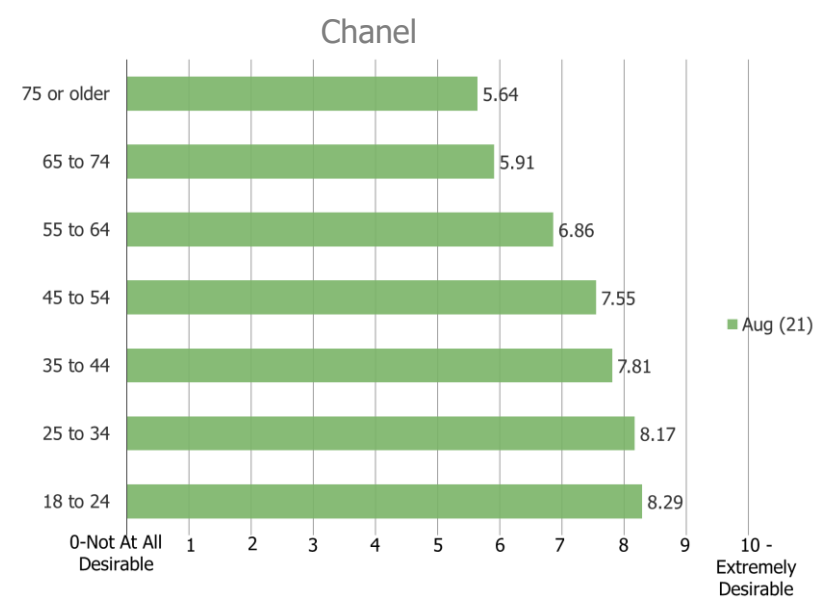
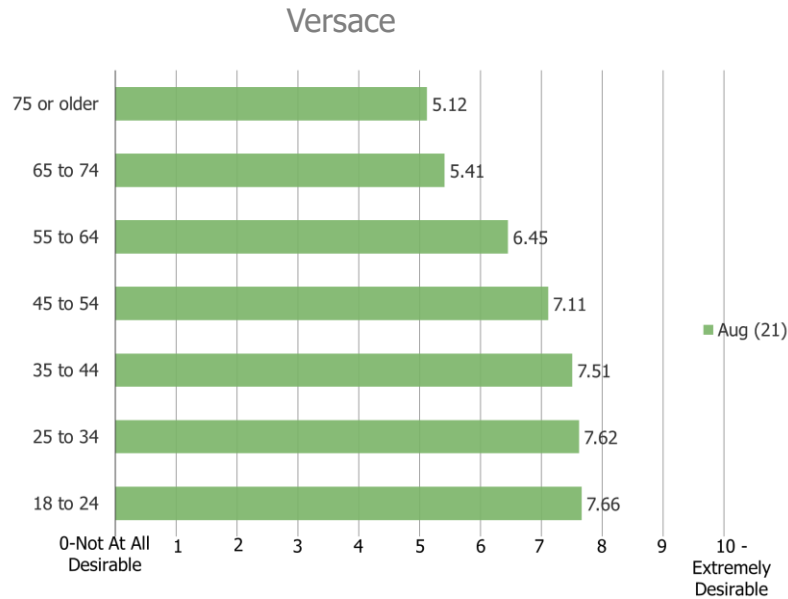
Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

How desirable are the handbags offered by the following brands? (By Age – Continued)

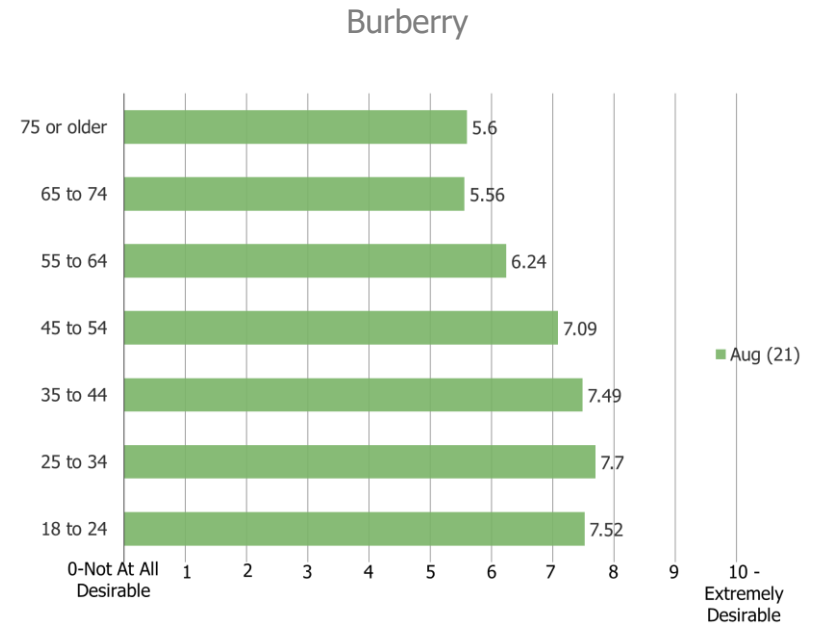
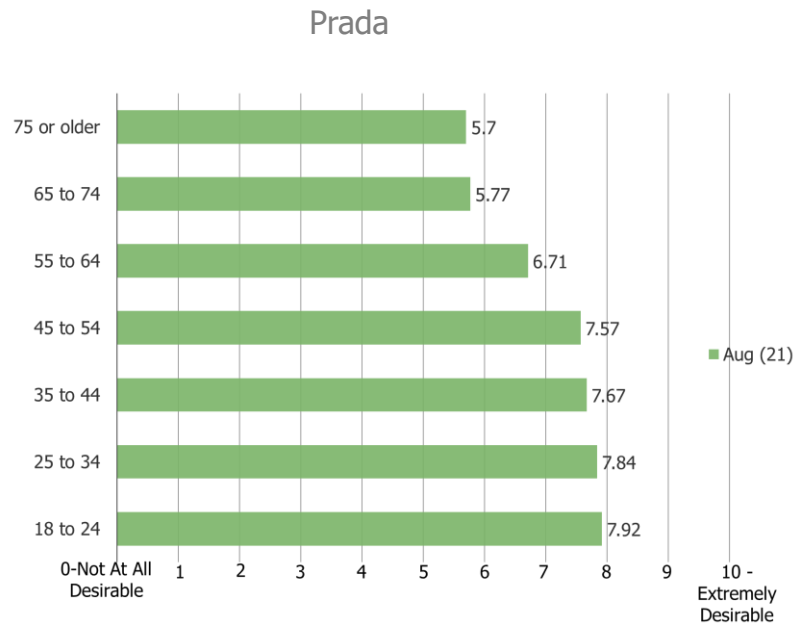
Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

How desirable are the handbags offered by the following brands? (By Age – Continued)

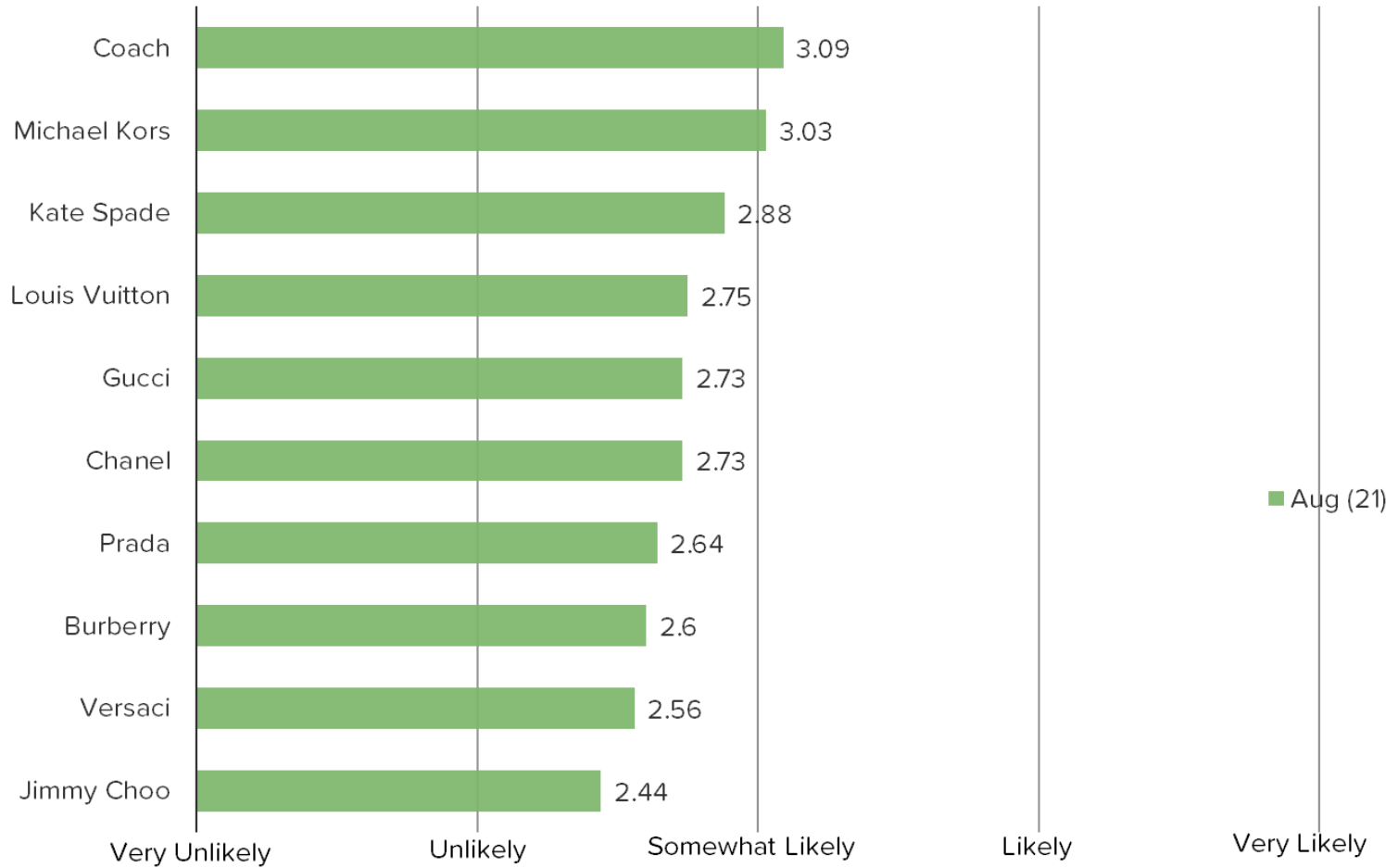
Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



For weighted average calculations: 1 = not at all desirable through 11 = extremely desirable.

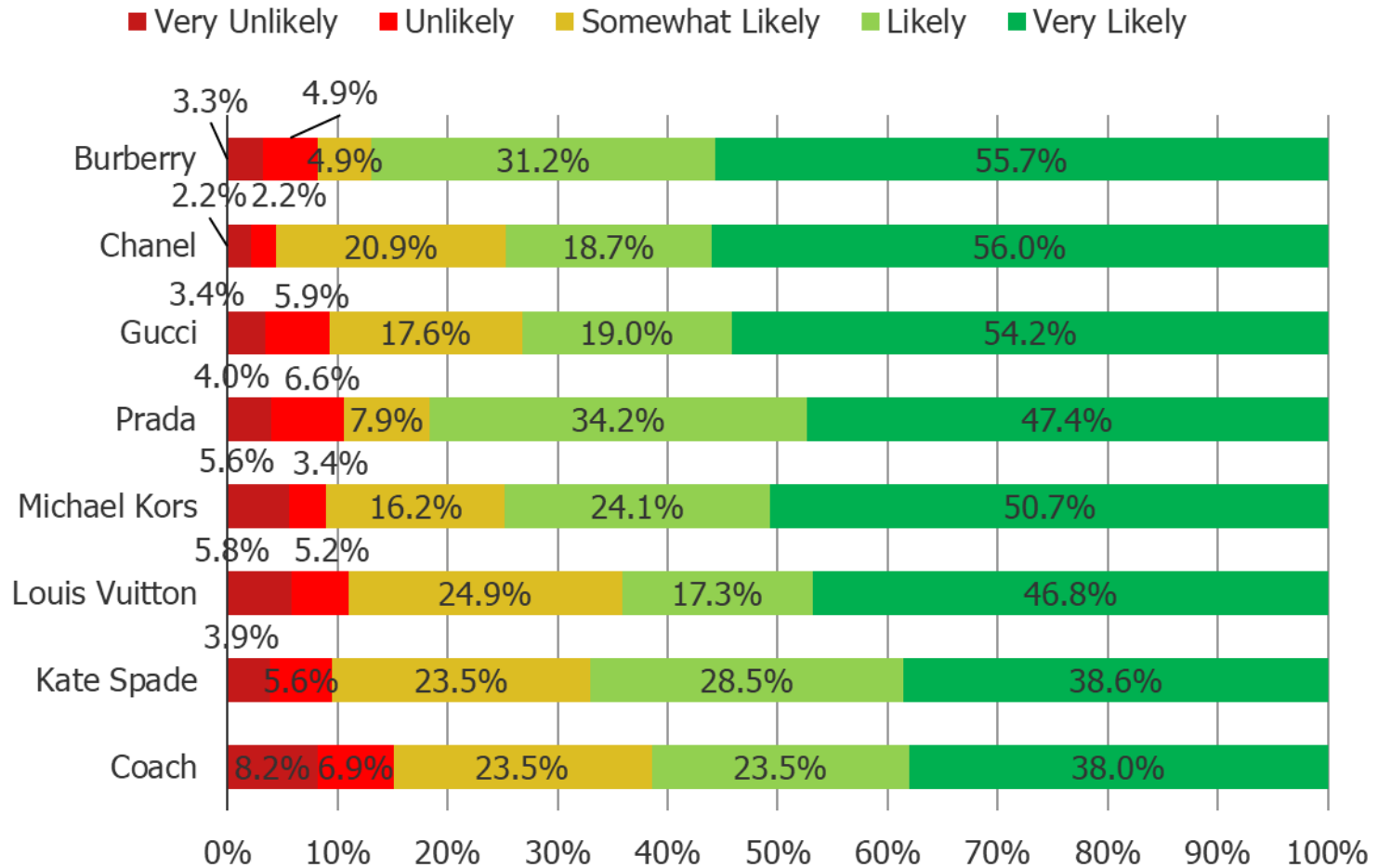
How likely are you to buy a new handbag from the following in the future?

Posed to all female respondents who said handbags are at least somewhat important to them (N = 2557).



Re-Purchase Likelihood (Sometime in the Future): Respondents Who Own Bags From Each of the Following

Posed to all female respondents who said handbags are at least somewhat important to them and said they own each of the following.



*Weighted Averages: Greener = Higher-Income Customer Bases

Demographics of Handbag Owners:

Posed to all female respondents who said handbags are at least somewhat important to them and said they own the following.

Cross-Tabbed by Age and Income.

	Has Purchased: Michael Kors	Has Purchased: Versaci	Has Purchased: Kate Spade	Has Purchased: Coach	Has Purchased: Chanel	Has Purchased: Gucci	Has Purchased: Louis Vuitton	Has Purchased: Prada	Has Purchased: Burberry	Has Purchased: Jimmy Choo
N size	444	31	179	537	91	205	173	76	61	10
18 to 24	12.6%	12.9%	14.0%	6.2%	18.7%	12.2%	15.6%	13.2%	13.1%	50.0%
25 to 34	27.7%	35.5%	25.7%	20.5%	34.1%	29.8%	22.0%	26.3%	26.2%	10.0%
35 to 44	20.3%	41.9%	25.7%	22.5%	27.5%	34.6%	28.9%	29.0%	34.4%	30.0%
45 to 54	18.2%	9.7%	19.0%	21.8%	12.1%	15.1%	17.3%	21.1%	14.8%	0.0%
55 to 64	14.2%	0.0%	8.4%	17.3%	6.6%	5.9%	8.1%	7.9%	9.8%	10.0%
65 to 74	5.6%	0.0%	6.2%	7.8%	1.1%	1.5%	4.6%	2.6%	1.6%	0.0%
75 or older	1.4%	0.0%	1.1%	3.9%	0.0%	1.0%	3.5%	0.0%	0.0%	0.0%
Weighted Average	3.1596	2.484	3.0507	3.6275	2.5714	2.8096	3.0807	2.9208	2.869	2.1

*Weighted Averages: Greener = Younger Customer Bases

	Has Purchased: Michael Kors	Has Purchased: Versaci	Has Purchased: Kate Spade	Has Purchased: Coach	Has Purchased: Chanel	Has Purchased: Gucci	Has Purchased: Louis Vuitton	Has Purchased: Prada	Has Purchased: Burberry	Has Purchased: Jimmy Choo
N size	444	31	179	537	91	205	173	76	61	10
\$0-\$24,999	25.2%	29.0%	17.3%	19.7%	17.6%	22.4%	16.8%	21.1%	29.5%	20.0%
\$25,000-\$49,999	34.5%	19.4%	31.8%	32.0%	18.7%	20.5%	27.8%	21.1%	11.5%	20.0%
\$50,000-\$74,999	21.4%	19.4%	14.0%	23.5%	28.6%	15.1%	16.8%	19.7%	9.8%	40.0%
\$75,000-\$99,999	9.7%	16.1%	11.2%	11.2%	12.1%	11.7%	13.9%	14.5%	19.7%	10.0%
\$100,000-\$124,999	3.2%	3.2%	9.5%	5.4%	5.5%	6.8%	11.0%	10.5%	11.5%	0.0%
\$125,000-\$149,999	2.7%	0.0%	7.8%	3.4%	8.8%	8.3%	5.2%	2.6%	1.6%	0.0%
\$150,000-\$174,999	1.6%	9.7%	3.4%	2.2%	4.4%	7.8%	4.1%	6.6%	9.8%	0.0%
\$175,000-\$199,999	0.9%	3.2%	2.2%	2.1%	2.2%	4.9%	2.3%	1.3%	1.6%	10.0%
\$200,000 and up	0.9%	0.0%	2.8%	0.6%	2.2%	2.4%	2.3%	2.6%	4.9%	0.0%
Weighted Average	2.55	3.00	3.28	2.83	3.37	3.55	3.32	3.29	3.54	3.00

*Weighted Averages: Greener = Higher-Income Customer Bases